

# GOING SOCIAL

## Tapping into Social Media for Nonprofit Success

### THIS GUIDE INCLUDES:

- *Social Media Fundamentals—Where to Start*
- *An Overview of Social Platforms, Strategies and Tactics*
- *Tips for Adding Social Media to Your Communications and Marketing Programs*
- *Case Studies Highlighting Successful Social Media Strategies*

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## TABLE OF CONTENTS

Introduction: <i>Why Social Media Is Important for Nonprofits</i> .....	3
Social Media's Impact on Nonprofit Communications .....	5
Social Media Primer for Nonprofits .....	8
Getting Strategic with Social Media: <i>Start Planning</i> .....	10
Putting the Tools to Use: <i>The Tactics</i> .....	14
Proving Success: <i>Measuring ROI</i> .....	22
Making Social Media Scale: <i>Campaign Management and Resourcing</i> .....	28
Advice from Practitioners .....	31
Social Media Case Studies: <i>Learn from Your Peers' Success</i> .....	33
How Convio Can Help You .....	36
Additional Resources .....	37

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## ABOUT THIS GUIDE

This guide was created by the Social Media Group within the Convio Services Team. Convio Services, a team of experienced interactive professionals passionate about charitable change, has worked with more than 1,400 nonprofit organizations in the United States and Canada on Internet projects. This guide was designed specifically for nonprofit professionals as a means to discover and deploy successful social media programs that further your mission.



**For more detailed best practices about social media for nonprofits**, refer to the *Additional Resources* section at the end of this guide, or visit <http://www.convio.com/social-media>.

# INTRODUCTION: WHY SOCIAL MEDIA IS IMPORTANT FOR NONPROFITS

With its growth in popularity, social media has become one of the hottest topics in the nonprofit sector for organizations of all sizes and across verticals. What started out as a way to reconnect with friends and family has grown into a means for nonprofit organizations to spread awareness about key issues, mobilize supporters, raise funds and create online advocacy movements.

Despite its wide-spread adoption, many organizations still have questions about how to use social media to further their missions and how the tools can benefit programs. Common obstacles nonprofits face when adding social elements to their communications and marketing efforts include: resourcing, understanding best practices, learning the nuances of specific tools, and measuring ROI.

**As with any new technology, familiarity builds confidence.** Additionally, having clear objectives simplifies planning and execution. Social media need not be overwhelming or difficult. It is a supplemental communication channel that can add tremendous value to your supporters and organization.



*Social Media is a collection of technology tools that facilitate interaction and conversations. When you find the platform that best helps your organization achieve its communication objectives the goal is to create and cultivate relationships with people, online and in the real world, based on shared values and mutual benefit.*

Social media is a low-cost, effective marketing channel that allows you to empower your supporters to share your organization's mission and achievements. It also makes it easier for potential supporters to discover you. ***Some of the benefits for utilizing social media include:***

- Building awareness of your mission by driving traffic to your website and social media properties.
- Growing your organization's influence by cost-effectively acquiring new supporters, donors and volunteers.
- Harnessing the passion of your most active supporters by empowering them to promote your organization's various programs.

Every day, social media's influence grows and becomes woven into everyday life. This phenomenon is validated by the rapid adoption of social media technologies. Even more critical for nonprofits is the fact that social media usage is not limited to any one demographic. As of July 2010:

- **Facebook has 500 million users** and 50% of these people log on daily. (<http://www.facebook.com>)
- **Twitter users send out 65 million tweets per day.** (<http://www.twitter.com>)
- **YouTube exceeds 2 billion views a day** with the average user spending 15 minutes on the site. (<http://www.website-monitoring.com>)
- **More than 126 million blogs are on the Internet.** (<http://www.blogpulse.com>)

To be successful in social media, you need a basic understanding of social platforms and technologies, their benefits, and how to construct a plan that ensures you're putting the right tools to work for your organization. In this guide, we'll uncover the advantages of various strategies and tactics so you may begin to develop a plan for incorporating the right social media techniques that support your marketing and communications objectives.

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# SOCIAL MEDIA'S IMPACT ON NONPROFIT COMMUNICATIONS

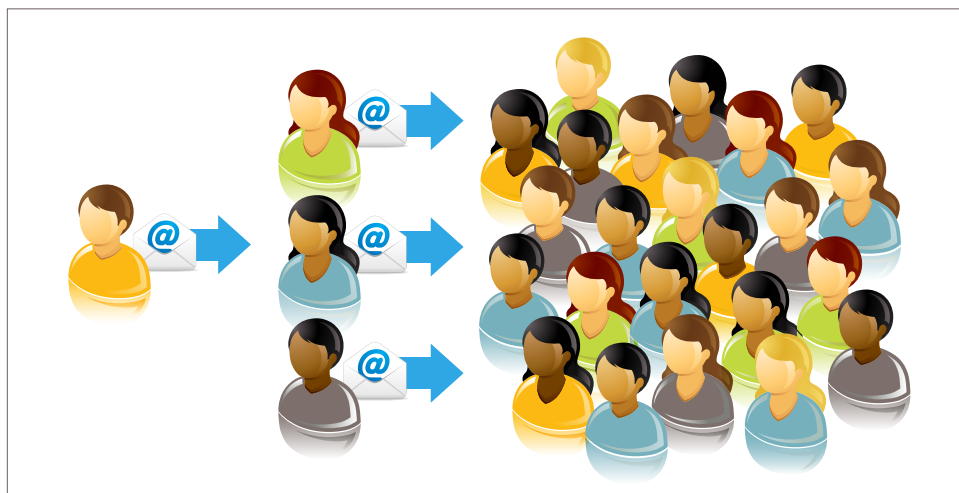
The last decade has seen a massive shift in how people consume and interact with information. The Internet's communication channels, in conjunction with the advent of social media and social networking technologies, have forever changed how people interact with each other and brands.

For nonprofits to capitalize on the opportunities in social media requires them to embrace that technology now allows supporters to engage with your organization unlike ever before. Communication has shifted from a monologue, where you broadcasted your nonprofit's mission, to a dialogue where more and more your organization's branding and positioning is controlled by your supporters and detractors. Competence in social media is becoming a critical component to every activity a nonprofit pursues in order to make an impact.

**What is social media?** Social media refers to online communication channels that facilitate interaction and media distribution between people. Unlike more traditional online channels, social media allows for participation, engagement and real-time feedback on the part of supporters and constituents.

In the past, organizations could only broadcast messages with the use of email or a website. Now, online channels have opened and permit anyone to create content through blogs, hold real-time conversations on micro-blogging platforms, and develop a network of both personal and professional contacts. In other words, social media is creating a fundamental shift in the way people communicate online—changing your interactions to be more of a conversation with supporters.

Why does this matter to nonprofits? **At the core of social media are the social elements it enables. In short, it's all about connections.** To nonprofits, this is crucial as these tools help build relationships by relating to the personal interests and emotions of supporters, thus building stronger bonds.

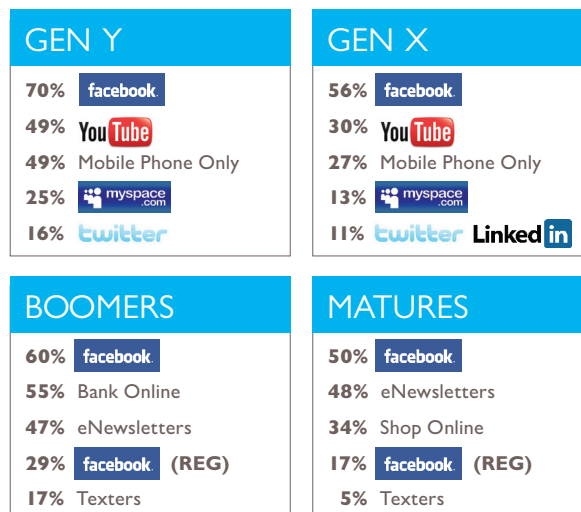


*Successful social media programs add a **multiplier effect** to your existing communications. Social media provides the tools to empower supporters to distribute information to their personal and professional networks, effectively amplifying your message to individuals with shared values and interests.*

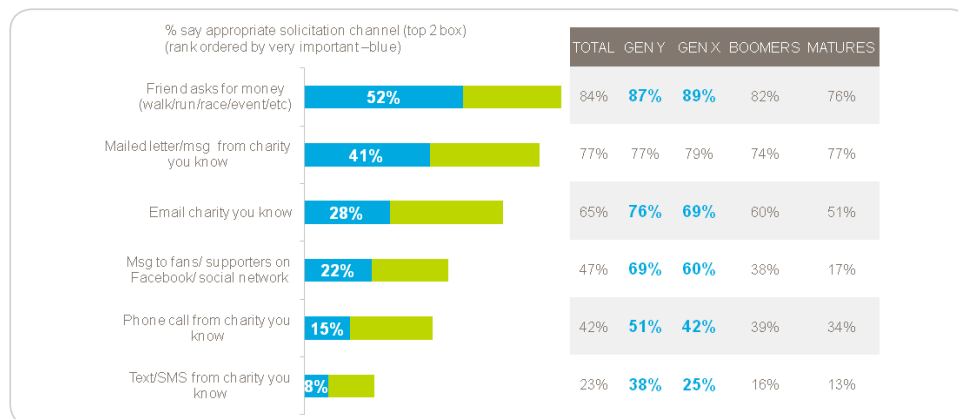
Your constituents are exercising their voices online now more than ever before. With the increased capacity to communicate comes the capability to simply and inexpensively reach people online. Every supporter, advocate and donor can consume information being shared about your organization in social channels, as well as share information on your behalf. How well you influence the conversation online and empower supporters to spread your message will ultimately determine the success of your social media programs and online communications.

## Who is using social media? Everyone.

All generations are adopting new social behaviors, taking advantage of social technologies online to interact in unprecedented ways. Debunking the myth that social media is used exclusively by younger generations, *The Next Generation of American Giving* study highlighted that not only is there a true cross section of age groups regularly using social tools, but also that these tools are seen as an appropriate channel for solicitation. That means each generation of your supporters is active in social spaces, and consider social media on par with email when it comes to engaging with them and soliciting their help.



Media habits by generation. While all segments have a different dispersion of platforms and channels, social media plays a prominent role in the communication preferences of every segment.



Solicitation channel appropriateness overall and by generation. The blue numbers represent statistically-significant differences.

## Changing Communication Preferences & Broadening Scope

In an increasingly wired world, supporters are deciding how they want to communicate and receive messages in accordance to their personal preferences. While email, direct mail and traditional websites will continue to play an important role in marketing, social media is now a preferred channel of communication for many people. **By “fishing where the fish are,” nonprofit organizations can reach their audience through their preferred means of communication.**

Multi-channel marketing is not a new concept, but as fundraisers and advocacy organizations are now witnessing, limiting the scope of communication activities to traditional channels is becoming increasingly risky. In addition to the changing preferences of current supporters, new supporters will be more challenging to reach if social media is left out of the marketing mix. By incorporating social elements into communication plans, a broader audience can be reached, thus impacting the awareness of your organization and opportunities for involvement.

Social media isn't a silver bullet that can instantly make your nonprofit's communications more effective, but it does provide nonprofits with the ability to extend the reach of those communications. Below are ten key benefits that social media offers to nonprofits.

### ► Ten Key Benefits of Social Media for Nonprofits

1. **Learn what your supporters are saying** and sharing about your organization.
2. **Drive traffic** to your various web properties—website, blog, Facebook, etc.
3. **Improve results** on search engine result pages with keyword rich content.
4. **Drive visitors to online donation pages.**
5. **Enable supporters to distribute messages** about your organization through their social web presence.
6. **Empower your most passionate and influential supporters** to promote your organization.
7. **Enable grassroots movements** in real-time and rapidly respond to unforeseen events.
8. **Humanize your organization** by not limiting communications to traditional methods or messages.
9. **Acquire new contacts** and build your email housefile.
10. **Increase trust and loyalty from your supporters** by allowing them to share their voice through feedback forums.

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# SOCIAL MEDIA PRIMER FOR NONPROFITS

Before diving into creating your social media plan and identifying the appropriate tactics, it's helpful for nonprofits to get acquainted with the basic social media elements and become familiar with the most widely used tools and platforms.

## Social Media Tools

A seemingly endless number of technologies are available to publish and distribute content through social channels. Every year there seems to be a new popular social media application that is a can't miss communication tool. One shouldn't get stuck trying to determine how your organization should use each social media tool; rather, spend your time trying to ascertain what tools will help support your organization's communications strategy. Instead of asking, "What's our Facebook strategy?" it would be more useful to ask, "How can Facebook further our communications and marketing programs?"

***The top types of social media tools and the most common platforms within each category include:***

### **Social Networks:** Facebook™, MySpace™, LinkedIn™

Social networks are websites that focus on building and reflecting social relationships among people. Typically these online services allow users to setup profiles and communicate with each other by sharing information about the user and anything they choose to share with "connections" such as information, pictures, videos, webpages, etc. Boosting interactions amongst users is the capability to comment on and re-distribute information to connections in either a one-to-one personal communication or sharing information with a group of users or connections.



### **Blogs:** Wordpress, Typepad, Blogger, Convio Content Management System

Blogs are websites that allow users to easily publish information and share content, often in the format similar to a personal journal. Blogs can be used to share factual news, advice, best practices, personal opinions and personal interests. Blogs often describe real experiences and insights and provide a forum for feedback that empowers readers to share information and engage with the site beyond simply reading content.



### **Microblogs:** Twitter™, Tumblr, Plurk™

Microblogs are a shorter form of blogs that allow users to post short messages—typically 140 characters or less. Microblogs are used to share news, articles and links to web pages that may be of interest to the individual's network. They are also popular for holding interest-driven, collaborative conversations in real-time. Unlike social networks, following users does not have to be reciprocal so users can "follow" as many people as they like. Also, because most users create public accounts, these conversations can be seen by anyone, providing an opportunity to monitor communications taking place publicly.



### **Video Sharing Sites:** YouTube™, Vimeo™, Blip.tv™

Video sharing websites allow online users to post and distribute video content for others to watch and share. Videos can be embedded easily on other websites and shared with





contacts by passing along the web address or URL to a video. Some websites, such as YouTube, offer special features at no cost to nonprofit organizations.

**Photosharing:** Flickr™, Picasa, PhotoBucket™

Photosharing websites create a virtual place where a person or organization can publicly share pictures. Pictures can be posted that others can be directed toward or that can be found through the site's online search. Keyword tagging capabilities in each picture helps to ensure searchers can find relevant content.

**Online Communities:** Ning™, BuddyPress™, Jive, Chatter

Online communities are social networks focused on a specific audience or topic. Often referred to as “white label” social networks, communities help bring people together to create groups, start discussions, upload media, and include feeds of relevant information. Information in online communities usually focuses on specific topics, interests or segments of people.

**Social Bookmarking:** Digg™, Delicious™, StumbleUpon™

Social bookmarking websites make it easy for your organization and its supporters to collect web pages on topics of interest and share them with your respective network of friends. Bookmarking content makes it easier to keep up to date with the latest information by “crowdsourcing,” tapping the collective intelligence of your social network to find the latest and most relevant information. Social bookmarking sites help create an easily discovered and easily shared repository of content.

**Geolocation Location Based Services:** Foursquare, Gowalla, Whrrl

Geolocation applications on Internet-enabled personal devices allow users to share their whereabouts with friends. These applications utilize GPS technology to help users find friends and discover new places. Sharing of tips and pictures of venues is allowed and incentives such as status badges are offered to encourage continued participation.



## ► Five Things To Do Before You Get Started

Before you dive in, review these five tips every individual should do before implementing social media at the organizational level.

- 1. Start using the tools yourself**—there is no substitute for real world experience.
- 2. Teach stakeholders how to use the tools**, explaining the benefits and problems they can solve for your organization.
- 3. Listen to what your constituents are talking about** on social channels.
- 4. Sign up for alerts** of your brand with tools like Google Alerts or Social Mention.
- 5. Follow thought leaders** to gain insight into trends and topics of interest.

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# GETTING STRATEGIC WITH SOCIAL MEDIA: START PLANNING

As with any other medium used in communication, every nonprofit should first create a plan before embarking on the use of social media. A good plan involves assessing your organization as a whole, defining what it wants to accomplish, and identifying the right approach to ensure you are well-positioned to achieve your goals. By evaluating these areas, a well-planned strategy can be created to develop social media programs that suite your organization.

## Identify Your Objectives

The first step in creating your strategy is identifying the desired outcome and defining what success will look like. Depending on the type of nonprofit organization and the stage of social media use, objectives may vary widely from one organization to another.

To prevent the risk of launching on an unrealistic plan, start small by addressing one to three objectives, and then add to your goals after you've achieved preliminary success. Below are examples of different objectives a nonprofit may define at varying stages of a social media strategy. ***If one of these examples meets your organization's needs, feel free to plug them directly into your plan.***

### Objective #1: Building Awareness

- Gain a better understanding of the perception of your organization among supporters and detractors.
- Be more responsive to your supporters on a regional, local, or individual level.
- Build a more meaningful relationship with constituents by providing them with useful information online.
- Establish your organization as an expert resource and information provider.

### Objective #2: Driving Action

- Empower supporters to create content for your organization.
- Drive traffic to your organization's various web properties—website, blog, social media instances, etc.
- Raise more funds online by leveraging the peer-to-peer nature of social media.
- Grow your email list by driving people through social media to online pledge sign-ups.

### Objective #3: Advancing Engagement

- Enable your most passionate supporters to distribute information on your behalf and amplify the impact of your marketing efforts.
- Leverage influential users online to drive action around timely campaigns. Passionate people want to contribute to your organization's success.
- Mobilize supporters to take a specified action in times of crisis or timely issues.
- Organize volunteer efforts in emergency situations.

## Evaluate Your Objectives

It goes without saying that social media, like any other channel, should not be viewed as an outlier in the marketing mix and thus should complement what your organization is planning to achieve. **After outlining your social media goals, confirm that these objectives align with your organization's overall goals,** and that the goals will be viewed as keys to success by your organizational stakeholders. Additionally, ensure that success can be recognized from the objectives defined so that you can prove they were met—both quantitatively and qualitatively.

If one of your social media objectives is to “mobilize supporters to take a specified action in times of crisis or timely issues,” then ensure that this correlates with your overall objectives and that mobilizing supporters to take action is in fact a goal that is supported by your entire organization. If you decide this is an important goal, then outline what elements can be analyzed to track success such as names added to your email list or advocacy alerts completed.

## Evaluate Your Audience

To reach your target audience effectively, you know how and where to find them. As with defining your objectives, there is no “one size fits all” audience segment or location online.

**To properly learn about the audience(s) you hope to reach, start by asking the right questions about this group.** Your aim is to gain insight into what tactics will be most effective. These questions will help you create the right strategy and tactics to meet your objectives.

### Engagement

- How engaged is your target audience with your organization?
- Would they be willing to engage at a greater level through social media?
- How high is their level of awareness and interest?
- Do they have the capability and desire to become online advocates?

### Activities

- How does your target audience currently use social media?
- What types of people, brands and nonprofits are they engaging with? Is there a pattern in the type of content they prefer?
- What benefit are they getting from the activities in which they participate?

### Tools

- Which social media tools does your target audience use today?
- Are they using different tools for different activities?
- How proficient are they with the social media tools they use?

## Evaluate Your Organization

Defining goals and developing a profile of your supporters are tasks that are fairly easy to complete. However, evaluating your organization requires a higher level of objectivity and acceptance. ***In order to make social media truly successful, an organization must be committed to achieving the goals it set out to achieve.*** To ensure this is the case, culture and capacity must be reviewed dispassionately.

### Culture

Many organizations are apprehensive of social media due to its unstructured, open nature. Fear of losing control of the message, receiving negative feedback from supporters, being overwhelmed by feedback, and making mistakes in a public forum are very common. In evaluating culture, the organization has to acknowledge these fears and risks, and accept that the things they fear will happen. What you and your organization can control is how you plan to respond when these moments arise.

#### ***Tips for evaluating your organization's culture:***

- Talk with stakeholders in your organization before investing in your social media initiative.
- Make a list of everyone's concerns and discuss how they could impact the organization.
- Put together an agreed upon response protocol when confronted with these concerns.
- Share examples of how other organizations have addressed similar situations.

### Capacity

While most social media tools are free to use, the time your staff members spend using those tools is not. Allocating appropriate time to managing your social media efforts is necessary and varies depending on your objectives. While there are no rules on resource allocation, you can expect two things—you probably won't get everything right the first time, and it may take time to gain support.

#### ***Tips for measuring your organization's capacity:***

- Plan on experimenting with the tools, the tone of voice you use, and the frequency of your communications.
- Assign a small group to do most of the work until you refine your policies and procedures.

## ► Five Tips To “Sell” Your Social Media Strategy to Management

Once you have the elements of your strategy defined, you need to get approval. Here are five proven ways to show the value of social media to management.

1. ***Focus on the alignment between your organization's goals and social media objectives***, highlighting that social media can be a tool that helps your organization get to where management aspires it to be.
2. ***Detail the level of thought*** that went into the proposal, highlighting how your strategic planning goes beyond just using new tools.
3. ***Highlight measurable objectives***, and define how success can be proven and measured.
4. ***Show examples of similar organizations*** having success with social media.
5. ***Accentuate the benefits*** of having a deeper relationship with supporters, and discuss how social media can develop this in an ongoing manner.

- Find internal advocates and social media enthusiasts to join the group and harness their passion to help your organization succeed.
- Dedicate an allotted time each day/week exclusively for social media activities. Developing a routine makes managing programs easier.

## ► Advanced Techniques with Social Strategy

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If you currently have some social media presence, and you're looking to increase the impact of your campaigns, here are considerations that can help make your programs more effective.

### **Incorporate Social Media Into Your Overall Communications or Marketing Plan**

Rather than creating a separate plan, integrate social media into the next marketing plan you draft so that it becomes one of the fundamental elements.

From the beginning, your organization can ensure that all objectives across the plan align with what the organization needs to achieve. Email, direct mail, events and social media can work in harmony—helping one another to be stronger and integrated in how they each reach target audiences, achieve key objectives, and correspond to the unique needs of your organization's culture.

### **Graduate from the Basics and Create Social Media-Specific Campaigns**

Once social media has proven itself as a viable communication channel for your organization, the next step is to get creative with the campaigns you develop, making sure you maximize the potential of social media.

This is a chance to experiment and use creative ways to leverage the social nature of the new tools. From asking supporters to change their avatars on social networks to reflect your campaign to empowering social sharing of personal stories and experiences, the potential for campaigns that stand out are endless.

#### ***Get started by asking a few key questions:***

- What new audiences could you reach with social activities? What activities are they drawn to most?
- Are there current goals that could be achieved sooner with social media platforms, and how can you create or enhance campaigns that help achieve those goals?
- How can you leverage your organization's current culture and established voice to build a vibrant social presence that creates memorable experiences for constituents?

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## PUTTING THE TOOLS TO USE: THE TACTICS

After a core strategy has been outlined, the accompanying tactics can be set in motion. The key for success is ensuring the tactics you put into place support your social media goals and objectives.

There are many ways to organize tactics. They can be approached by the type of activity you are trying to achieve, the level of experience you have with social media, or even by social media platform or channel. Regardless of how you decide to approach implementing tactics, it's important to remember that not all tactics are right for every organization. The best way to decide on which tactics are appropriate is by mapping your plan—what you want to achieve and who your audience is—directly to potential tactics.

**Below are five tactical areas of focus designed specifically for nonprofits.** Use these categories as your “tactical to-do list” to choose the right tasks to execute based on your personalized strategy.

### LISTENING

Listening is the one tactic appropriate for every organization, regardless of mission, size or vertical. The truth is, someone, somewhere is talking about you online and with a few simple searches you can find these conversations. This exercise can help educate your staff, respond to misperceptions or—even better—help someone with an issue and in turn create a loyal supporter.

By listening, you'll learn a great deal about the people interested in your mission, your constituents, and your organization. You'll be in a better position to respond, provide better services, and plan for the future.

#### Basic Listening Tips

- ☐ Set up listening tools, such as Google Alerts, for terms or keywords you associate with your mission and organization, URLs and public-facing figures.
- ☐ Use free social media monitoring tools, such as Google Alerts or Social Mention, to track keywords associated with your organization and mission.
- ☐ Sign up for the major social networks as an individual, and join all of the discussion or fan groups associated with your cause and organization.
- ☐ Monitor the mood of comments on the social media properties where you see activity and note how trends correspond to your organization's activities.
- ☐ Follow or add to your list of friends: advocates, influencers, bloggers and mainstream media. Use segmentation tools to create a feed or list on Twitter or Facebook to monitor their activity for collaboration opportunities.

#### Advanced Listening Tips

- ☐ Go deeper on the keywords you monitor by adding brand terms, campaign-specific terms, and names of key staff members, public figures or competitors.
- ☐ Monitor real-time conversations through hashtags on Twitter that you have created and/or that are pertinent to your mission.

- ❑ Conduct a daily review of recorded insights from mentions and listening data. This process will eventually teach you where there is the most activity for your supporters online.

## ► Noteworthy Listening Tools

- **Addictomatic** <http://www.addictomatic.com>
- **Google Alerts** <http://www.google.com/alerts>
- **Hootsuite** <http://www.hootsuite.com>
- **Radian 6** <http://www.radian6.com>
- **Scout Labs** <http://www.scoutlabs.com>
- **Spredfast** <http://www.spredfast.com>
- **Social Mention** <http://www.socialmention.com>
- **Technorati** <http://www.technorati.com>
- **Twitalyzer** <http://www.twitalyzer.com>
- **What the Hashtag?!** <http://wthashtag.com>
- **Tweetdeck** <http://www.tweetdeck.com>
- **Twitalyzer** <http://www.twitalyzer.com>

## 2 SHARING VALUABLE CONTENT

One of the main reasons so many people have flocked to social media and made it their primary online activity is that they seek out information and find value in what they find shared in social channels from friends and colleagues. As a nonprofit, to be successful in your efforts, never forget that value has to be at the root of the content you share.

### Basic Content-Sharing Tips

- ❑ Create a branded Twitter account and start sharing updates about your organization or cause through at least two tweets a day.
- ❑ Begin a branded blog and create at least two relevant posts a month with links back to your website and action pages, such as online petitions or donations.
- ❑ Expand your footprint to third party communities by posting to causes on Change.org and Care2 that have a pre-existing base of supporters on relevant topics.
- ❑ Distribute newsworthy links on your organization's Facebook page as timely events occur.
- ❑ Share relevant images from your organization's events, functions and supporters on photosharing sites such as Flickr.

### Advanced Content-Sharing Tips

- ❑ Enable social sharing on your website to make it easier for supporters to distributed information upon your behalf.
- ❑ Create a branded YouTube account, leveraging video on your blog and website(s) in various capacities.
- ❑ Make it easy to stay in touch with your blog updates by offering an email sign-up option and RSS integration with newsreaders.

- ❑ Help blog visitors connect with your social media properties by integrating feeds of various social media entities into your main blog via widgets and RSS feeds.
- ❑ Cover your organization's live events in real-time using social media tools with updates and news.



### NothingButNets

<http://www.nothingbutnets.net>

United Nations Foundation Blog was built and implemented using Convio CMS system.



### Michigan Humane Society

<http://www.michiganhumane.org>

The Michigan Humane Society makes it easy for current and potential supporters to login to their site by offering open authentication.

## 3 ENGAGING WITH SUPPORTERS

Once you are comfortable with the toolsets at your disposal and understand where your constituents are active online, you can begin to interact with them to build relationships, create awareness of your organization, and initiate an ongoing dialogue that will help you continuously engage constituents with your brand and mission.

### Basic Tips for Engaging with Supporters

- ❑ Respond to and retweet Twitter updates that support your mission or communication objectives.
- ❑ Post photos from past years' events on Facebook to better market the event and share experiences with users.
- ❑ Comment on blogs, forums and online communities to build awareness of your organization's cause and social media presence. Share links to your website(s) within your comment.
- ❑ Add "Connect with Us" links on your organization's website(s) to build awareness of your social media presence. In order for people to join your social media properties, they must be aware that they exist! Do your best to always be promoting your social presence online.
- ❑ Interact with event and conference attendees in person at events and encourage them to spread news about your activities within their network.

### Advanced Tips for Engaging with Supporters

- ❑ Add Facebook's "like" feature on your organization's website(s) to allow wider range of social sharing capabilities and thus increase engagement across the Web.



- ❑ Initiate Twitter conversations by listening and responding to relevant brand or cause mentions.
- ❑ Reach out to key community leaders and bloggers who are interested in the type of campaign you are running and the mission of your organization, and encourage them to share information with their contacts on an ongoing basis.
- ❑ Create a meme using hashtags that are relevant to your supporters, allowing them to engage with you and your organization in an ongoing, fun manner.
- ❑ Encourage supporters to share video and images to use for marketing purposes.



#### Project Hope

<http://www.projecthope.org>

*"Share Hope With Others" offers supporters a webpage that outlines ways to share content and the mission of the organization using social media.*

## 4 DRIVING ACTION / BUILDING YOUR EMAIL LIST

One of the most important things nonprofits can do to drive success is to build a file of supporter information—namely email addresses for online communication—to then use in stewardship efforts. Social channels are an ideal place to ask for new supporters to take action by signing a pledge or providing information about themselves. The information acquired can then be used in future outreach efforts to turn these contacts into donors or activists.

### Basic Tips for Driving Action

- ❑ Add your organization's events and campaigns to your Facebook page to drive registration and encourage involvement.
- ❑ Tweet your fundraising event details to raise awareness and increase sign-ups.

- ❑ Email Facebook “fans” through your branded Facebook page and invite them to your organization’s events.
- ❑ Promote offline events with blog posts that contain event information and incorporate multimedia from past years’ events.
- ❑ Create a hashtag, and encourage people to use it to raise awareness and interest in online campaigns.
- ❑ Provide content for supporters to share and post on their own social networks.

### Advanced Tips for Driving Action

- ❑ Schedule tweets to run during live events to help communicate live opportunities and reminders.
- ❑ Create custom landing pages on your Facebook page to inspire fans to support advocacy campaigns.
- ❑ Use Facebook as an email acquisition tool by integrating a Convio email sign up form on your Facebook page.
- ❑ Set up events in Facebook to give participants the ability to RSVP for your event online.
- ❑ Track the effectiveness of your social media campaign by including Convio source code on all action webpages.
- ❑ Create an advocacy widget that can be embedded on blogging platforms, your Facebook page, and your organization’s website. These widgets will help keep web visitors tied to your social properties and vice versa. Widgets also make it easy for your followers to share content on your behalf.

### How Convio Can Help You Get More Out of Facebook

The screenshot shows the Facebook page for the National Trust for Historic Preservation. The page has a blue header with the Facebook logo and a search bar. Below the header, the page name "National Trust for Historic Preservation" is displayed with a "Like" button. The main content area features a red banner with the text "STAY IN THE LOOP" and a "Share" button. Below the banner, there is a Convio sign-up form with fields for "First Name", "Last Name", and "Email", and a "Submit" button. The form is titled "Receive the National Trust for Historic Preservation newsletter with valuable updates, news alerts, and activities to help you save places that matter."

#### National Trust for Historic Preservation

[http://www.facebook.com/](http://www.facebook.com/NationalTrustforHistoricPreservation)

[NationalTrustforHistoricPreservation](http://www.facebook.com/NationalTrustforHistoricPreservation)

The National Trust Historic Preservation Trust collects supporter information from its Facebook page and empowers users to share the page with friends.

The screenshot shows the Facebook page for the Rancho Coastal Humane Society. The page has a blue header with the Facebook logo and a search bar. Below the header, the page name "Rancho Coastal Humane Society" is displayed with a "Like" button. The main content area features a blue banner with the text "Sign up to receive our monthly e-newsletter, Dog Park Alerts and other valuable information on animals in Southern California that need your help." and a "Sign up for Important Pet News!" button. Below the banner, there is a Convio sign-up form with fields for "First Name", "Last Name", and "Email", and a "Submit" button. The form is titled "Dedicated to the shelter and rescue of dogs, cats and other animals in need, the Rancho Coastal Humane Society is a non-profit 501(c)(3), private animal welfare organization serving Southern California."

#### Rancho Coastal Humane Society

<http://www.facebook.com/rchumane>

The Rancho Coastal Humane Society allows users to sign up for the organization’s email newsletter directly within Facebook through integration with Convio, collecting preferences of animal interests simultaneously.

## Facebook Landing Experience

The screenshot shows the Youth Villages Facebook page. At the top, there's a search bar and a 'Like' button. Below that, the page name 'Youth Villages' is displayed with a 'Like' button. The main content area features a large banner with a photo of a smiling young person and the text 'Connect with YV'. To the right of the banner, there's a text block explaining that Youth Villages has built a national reputation for offering the most effective programs and services to help emotionally troubled children and their families, including residential treatment, in-home services, foster care and adoption, mentoring and a transitional living program for young adults aging out of foster care. Below the banner, there's a form to subscribe to the email newsletter, with fields for 'First Name' and 'Last Name'. To the right of the form, there are social media icons for Twitter, RSS, Facebook, YouTube, and LinkedIn, along with the website URL 'www.youthvillages.org' and a 'Donate | Volunteer' link.

### Youth Villages

<http://www.facebook.com/youthvillages>

To help build the organization's email list, Youth Villages created a Facebook landing experience that asks browsers to "Like" the page and share their contact information.

## Facebook / Convio Integrated Advocacy Alerts

The screenshot shows the PETA Facebook page. At the top, there's a search bar and a 'Like' button. Below that, the page name 'PETA (People for the Ethical Treatment of Animals)' is displayed with a 'Like' button. The main content area features a large banner with a photo of a dog and the text 'Push Attorneys General to Charge BP With Criminal Cruelty to Animals!'. To the right of the banner, there's a text block explaining that animals have no use for payouts—they can't move to another town, they can't eat something else, and they can't pursue another line of work. So BP owes animals something different! As oil continues to wreck the water and destroy animals' breeding, nesting, and feeding grounds in the Gulf of Mexico, tens of thousands of animals are suffering and dying painful and lingering deaths—and there is no end in sight. PETA is calling on the attorneys general of Alabama, Florida, Louisiana, and Mississippi to file charges of cruelty to animals against the BP executives who allowed this to happen and, because of their negligence, continue to let it go on. Below the banner, there's a form to sign up for PETA's disaster plan, with fields for 'Subject', 'First Name', 'Last Name', and 'Your E-Mail'. To the right of the form, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn, along with the website URL 'www.peta.org' and a 'Donate' link.

### PETA

<http://www.facebook.com/officialpeta>

PETA provides calls to action to its online supporters using Convio-integrated advocacy alerts on its Facebook page.

The screenshot shows the Children's Defense Fund Facebook page. At the top, there's a search bar and a 'Like' button. Below that, the page name 'Children's Defense Fund' is displayed with a 'Like' button. The main content area features a large banner with a photo of a child and the text 'Demand Our Nation's Most Vulnerable Children Receive A Quality Education'. To the right of the banner, there's a text block explaining that today, fourteen million children in rich America live in poverty. More than 20 percent of children under age five are poor, including more than 40 percent of Black children and more than 33 percent of Hispanic children. The best hope these children have of lifting themselves out of poverty is a quality education. Yet for far too long, the most vulnerable children in America have been denied this opportunity. Inequities in educational funding, resources and opportunities have placed poor and minority children in low-performing schools with inadequate facilities and ineffective teachers. Below the banner, there's a form to sign up for the Children's Defense Fund's disaster plan, with fields for 'Title', 'First Name', 'Last Name', and 'Your E-Mail'. To the right of the form, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn, along with the website URL 'www.childrensdefensefund.org' and a 'Donate' link.

### Children's Defense Fund

<http://www.facebook.com/childrensdefensedfund>

Children's Defense Fund leverages Convio-integrated advocacy alerts on its Facebook page to drive action and gather supporters' information for ongoing cultivation.

## 5 RAISING FUNDS

The goal for many nonprofit organizations is to raise money. And while social media is still a very new channel for raising funds compared to email marketing, direct mail and offline events, it has helped organizations reach new donors and thus successfully increase their fundraising. Moving beyond traditional channels to leverage social media's capabilities, embracing a multi-channel approach has proven to be very effective.

### Basic Tips for Raising Funds

- ☐ Create blog posts to share information about fundraising campaigns and solicit donations.
- ☐ Tweet messages throughout the duration of your campaigns to inspire action and create awareness for your cause and campaign.
- ☐ Integrate a Convio campaign donation form on your Facebook page.
- ☐ Develop content in advance for supporters to share and post on their own social networks to help drive donations around seasonal campaigns and help raise money on your behalf.

### Advanced Tips for Raising Funds

- ☐ Create a Facebook Cause, providing compelling information that can be shared with users to donate and take action on your behalf.
- ☐ Create a fundraising widget that can be embedded on blogging platforms, your Facebook page, and your organization's website. These widgets will help keep web visitors tied to your social properties and vice versa. Widgets also make it easy for your followers to share content on your behalf.
- ☐ Create a custom Facebook application that integrates with your donation system and allows for evergreen donation opportunities.

The screenshot shows the Facebook page for the American Lung Association. The page has a blue header with the Facebook logo and search bar. Below the header, there's a navigation bar with links: Wall, Info, Boxes, Donate, YouTube, Links. The main content area features a large image of the American Lung Association logo and a headline "Make a Donation That Will Save Lives". Below this, there's a text block explaining the organization's mission and a link to their website. A donation form is integrated into the page, allowing users to select a gift amount (\$15.00, \$30.00, \$50.00, \$100.00, \$200.00, or Other (\$5.00 minimum)), enter a credit card number, expiration date, and CVV number. There's also a section for "Your Billing Information" with fields for title, first name, last name, address, city, state/province, ZIP/postal code, and country. A checkbox for "Yes, I would like to receive communications from this organization." is present, along with a "Donate" button. The left sidebar shows the organization's mission, founding year (1904), and a list of people who like the page.

#### American Lung Association

<http://www.facebook.com/lungusa>

The American Lung Association accepts donations directly within Facebook by integrating through Convio for secure donations on the third party site.

The screenshot shows the Facebook page for the Brady Campaign to Prevent Gun Violence. The page has a blue header with the Facebook logo and search bar. Below the header, there's a navigation bar with links: Wall, Info, Donate Now, Giving, Photos, Events. The main content area features a large image of the Brady Campaign logo and a headline "Donate to Brady Campaign to Prevent Gun Violence". Below this, there's a text block explaining the organization's goal and a link to their website. A donation form is integrated into the page, allowing users to select a gift amount (\$15.00, \$30.00, \$50.00, \$100.00, \$200.00, or Other (\$5.00 minimum)), enter a credit card number, expiration date, and CVV number. There's also a section for "Your Information" with fields for title, first name, last name, address, city, state/province, ZIP/postal code, and country. A checkbox for "I will join the movement for sensible gun laws and can receive important news and critical action alerts." is present, along with a "Donate" button. The left sidebar shows the organization's goal, founding year (1974), and a list of people who like the page.

#### Brady Campaign to Prevent Gun Violence:

<http://www.facebook.com/bradycampaign>

The Brady Campaign to Prevent Gun Violence raises money for its mission on Facebook by providing a clear navigation tab and integrating with Convio donation processing.

## ► Advanced Techniques and Tactics

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Expand the proficiency of your social media campaigns by considering the following tips for getting more advanced with the tools and platforms you employ.

- 1. Create a customized listening dashboard** using iGoogle. Pull in RSS feeds of Twitter mentions, blog searches and vertical specific news. Use this as your homepage for monitoring your online brand and supporter activity.
- 2. Develop a communications calendar** and create assignments or owners who can commit to activities/content creation.
- 3. Provide as much pre-defined content as possible** for users (or bloggers) to share on their own including tweets, Facebook posts, and details around an event.
- 4. Allot time during a campaign to respond to online conversations** and inquiries, and to acknowledge participants.
- 5. Designate volunteers and employees to “cover” live events** and conferences they can monitor and engage with supporters who are sharing insights about their experiences.
- 6. Tap into your influencers.** Personally reach out to and start a relationship with highly influential online users and the media. Ask them for help with programs and outreach when you need it most.

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## PROVING SUCCESS: MEASURING ROI

Communications and marketing efforts should always be accompanied by proper reporting and metrics that gauge effectiveness and help practitioners learn how to improve future efforts. Social media tactics are vast and ever growing, but it is possible to show a return on investment, or possibly better stated, a return on engagement. Although there are many ways and various tools to track these metrics, this should not be seen as a daunting task. Rather, use reporting as an opportunity to highlight success to your management team and understand how to better your programs.

It's important to note that the metrics you track and the reports you run should be based on your organization's initiatives. However, a number of core elements should be evaluated when beginning your pursuit to measure your return on investment.

### ► ABCs of Social Media ROI

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Here's a simple way to remember how to measure social media ROI:

- **Analytics**

Identify the right metrics to track by analyzing your goals, assigning the right resources, and using the right tools to track metrics.

- **Benchmark**

Take your raw metrics and report on them in a comparative way. Begin by making a master dashboard, baseline your activity, and broaden your metrics when appropriate.

- **Conclusions**

Take all your data and reports and draw meaningful conclusions. Compare engagement spikes, cluster similar metrics, and continue to evolve your programs based on what you learn from your reports and analysis.



For more detail, see *The ABCs of Social Media Measurement & ROI* on Connection Café:

<http://www.connectioncafe.com/>

### Be Realistic

From tweets and Facebook posts, to actions taken and donations sourced, there are seemingly endless metrics that can be tracked in social media. Rather than trying to measure everything, start small. Begin with measuring your top 10 to 15 metrics, and grow this number as applicable, based on the number of tools you use and the complexity of your campaigns. This approach makes measuring less overwhelming and ensures analysis is more realistic. It also increases the likelihood that you can keep up with reporting and sets you up for success from the start by ensuring you are not inundated with information.

## Define Success Metrics First

You won't know which campaigns are successful if you don't know what success looks like. A clear definition—or, in this case, set of metrics—will lay the groundwork for your entire measurement and analysis. It may help to think of this in a similar manner to more traditional channels; In the same way you outline key performance indicators for website metrics or email marketing campaigns, you should define key metrics for your social media activities.

Start by making a list of the key metrics you want to track based on the tactics you outlined from the previous section. Again, the metrics you choose may vary greatly from your colleagues' at other organizations due to different tactics used, or the level of social media activities undertaken. Many organizations need to start with basic metrics such as fans, followers and blog readership, and later expand into engagement metrics as their programs grow.

## Metrics to Consider

There are a number of metrics to consider tracking as you get started and expand your social media programs. Here are just a few:

### General Metrics

- Media coverage from social media
- Social shares from respected outlets
- Number of new supporters in email list from social media
- Referring traffic to campaign landing pages
- Number of click-throughs to campaign elements from each source
- Number of calls to action taken, including URL visits or registrations

### Blog Metrics

- Blog comments and responses
- Linkbacks to blog
- Influencer pick-up of blog posts, topics
- Referring traffic from blog to other social media accounts
- Linkbacks to event/campaign landing pages from blog
- Media pick-up of blog content

### Facebook Metrics

- Number of Facebook “likes” (previously fans)
- Funds raised on Facebook Causes/social presence
- Number of tags on Facebook
- Number of Facebook event RSVPs
- Number of Facebook “likes” on specific posts
- Sign-ups sourced through Facebook—either newsletter or other defined action

### Twitter Metrics

- Number of organization mentions
- Twitter retweets
- Number of Twitter followers over time
- Mention of brand/organization
- Pick-up of tweets by influencers
- Twitter-sourced donations

## Keep an Ongoing Dashboard of Metrics

Once you have defined the metrics that help you best measure use, you need to consider creating a regular report that will show growth and trends over time. A simple way to accomplish this is to create a dashboard of your key metrics and set a regular time on your schedule to update the information. Depending on your other reporting schedules and how aggressively you are using social media, this could be a quarterly, monthly or even weekly update. If you regularly update web metrics or email reports on a planned schedule, incorporate social media into the routine to help make it a part of an existing process.

Various applications and tools can help automatically generate reports of varying levels for social media metrics and activities. But, to show how to easily and more precisely report on only the metrics that matter to you, the dashboard below highlights a simple and intuitive way to create your own dashboard.

		1-JAN	7-JAN	14-JAN	21-JAN	28-JAN
TWITTER	@ followers	528	549	592	649	701
	Number of Tweets	12	15	13	16	12
	References	9	15	17	14	21
	Retweets of Updates	3	16	19	27	24
FACEBOOK	Number of Fans	700	715	727	734	743
	"Likes"	9	15	12	17	21
YOUTUBE	Number of Videos	13	13	14	14	15
	Number of Total Views	1356	1391	1520	1593	1683
BLOG	Number of Posts	94	98	104	107	116
	Number of Comments	184	192	204	215	228

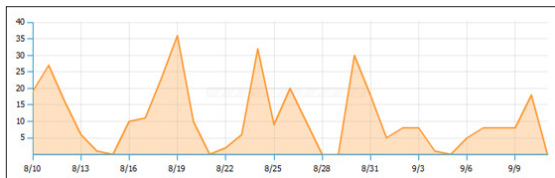
*Tracking key performance indicators (KPIs) is requisite if you want to measure and evaluate your social media programs. There are many ways to measure success. Make sure you're tracking success metrics that align with your goals and objectives.*



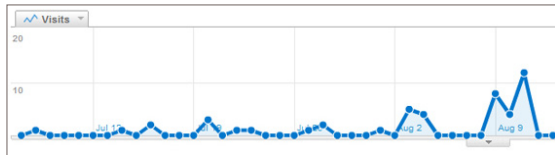
## Measure Meaningful Items

All the metrics in the world won't do you any good if you can't derive meaning from them. Basic metrics like number of Twitter followers or Facebook "likes" are good to follow to show your growing online base but they won't tell you much in the way of what you should do with these new supporters. However, tracking trends might. For instance, if you see a spike in followers, then consider the marketing activity that helped create the boost. If you experience a surge in donations or web traffic, then identify the message that generated it and replicate it in the future. If you discover top influencers and advocates, then include them in future campaign outreach and grassroots communications.

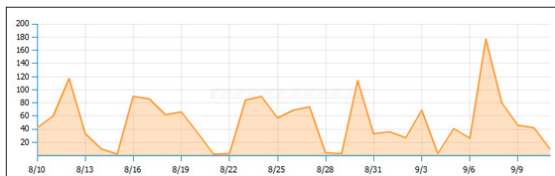
Measuring items that can be used to derive meaning from your metrics is key. Using online tools covered below and built-in reporting elements of social media platforms, you can identify trends, audience preferences, and successful tactics—all of which can help you enhance social media activity iteratively by testing and measuring effective tactics.



*Spredfast chart showing brand mentions on Twitter. Is there a trend when people talk about you? Does this correlate to any external activities or social media activities you have implemented?*



*Google Analytics chart on website traffic driven from Twitter. What helped cause the spike in traffic? Can this tactic be replicated again?*



*Spredfast chart showing number of clicks on Bit.ly URLs shared in social media. Are there trends in days that supporters are more likely to click? What specific things(s) lead to the large spike? Was content shared the week prior not compelling to supporters?*

## Leverage Existing Online Tools

With insight into readily available online tools, managing your social media reporting can be built into your ongoing data gathering process. Social media metrics and activity are not difficult to find, but you can save time and energy by leveraging available applications and tools designed specifically to help send this information to you directly or produce helpful charts and comparisons. There are a myriad of tools available online—many free and some paid for expanded services—to use in reporting. Here are a few of those to consider.

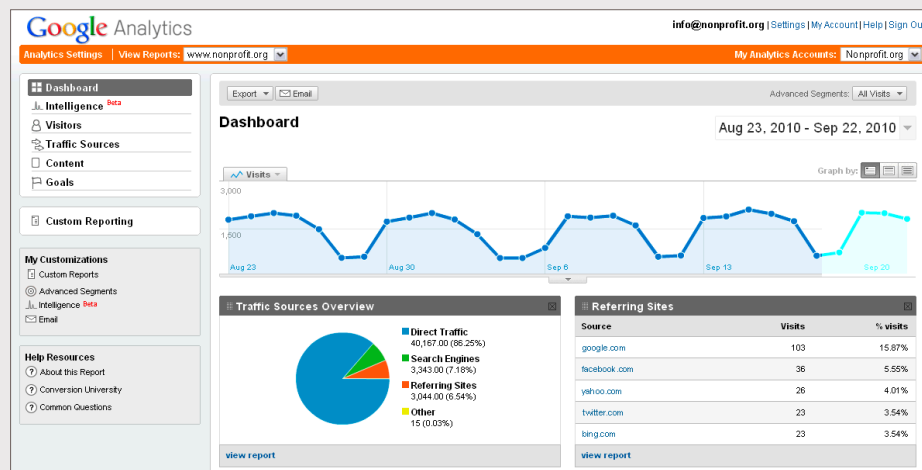
TOOL(S)	SOCIAL MEDIA CHANNEL(S)	UTILITY
Hootsuite, Tweetdeck	Twitter, Facebook, blog	Managing all social media activity
Spredfast	Twitter, Facebook, blog	Managing activity and tracking social media metrics associated with all accounts
Social Mention	All social media	Real-time search and alerts
Addictomatic	All social media	Automatically personalized dashboard of all social activity
Bit.ly	Links in social media	Clicks, conversions
TwitterCounter	Twitter	Followers, following, tweets, etc. over time
Twitalyzer	Twitter	Finding influencers, retweeters, community info
Klout	Twitter	Influencing, influencers, type of user
Twitter Analyzer	Twitter	Charts of mentions, friend trends, subjects, hashtags used
What the Hashtag?!	Twitter	Number of tweets
Facebook Insights	Facebook	Fans, demographics, interactions
Technorati	Blogs	Linkbacks, blog rank

## ► Advanced Reporting & Measurement

Upgrade your metrics and reporting with these ideas on how to put your data to even better use:

- **Combine social media metrics with your website reporting.**

Internal stakeholders tend to have a vested interest in the performance of your organization's websites. Leverage this interest and incorporate social media into these reports and strategy meetings. This keeps the topic in front of decision makers and continuously educates and shows them the progress these tools are helping your organization make.



*Google Analytics is a free tool that allows you to easily track referrals or links to your website from other sites, including social media sites such as Facebook and Twitter.*

- **Add charts and noteworthy trends to your benchmarking report.**

After you feel comfortable with reporting regularly and adding new metrics into your dashboard as you adopt new tools and tactics, begin integrating meaningful charts and comparisons generated by your preferred measurement applications. This approach will help create a historic record of trends, successes and anomalies that can be referred to over time.

- **Schedule regular “metrics meetings” for social media.**

By keeping these activities top-of-mind, your colleagues will appreciate the iterative success of programs. In a group setting you may also find ways to integrate social media into other programs, as well as enlighten other co-workers on how social media can help them in their day-to-day jobs by providing insight into audience preferences, effective calls to action, influential supporters and more.

# MAKING SOCIAL MEDIA MARKETING SCALE: CAMPAIGN MANAGEMENT AND RESOURCING

Devising a plan, identifying tactics and measuring ROI can all be accomplished by the majority of nonprofits. The most challenging aspect of running social media programs is managing your group's efforts on an ongoing basis and finding the resources to devote the needed time to make it successful. With some forethought, social media programs can become easier to execute, and, in turn, more effective for your organization.

## Managing Campaigns

Before diving straight into your tactics, you should consider how you can realistically manage your social media presence and activities after the initial launch. Like with any marketing activities, carving out ample time to ensure successful execution can be challenging.

### *Make a calendar.*

Take the time to consider all the activities you are planning in a given week or month and map social media activities accordingly. A calendar allows you to decide what type of content to share, and makes it more efficient by doing it all together rather than working from scratch each day. It will take time to determine the right mix, frequency and types of content that are most effective, but to start, try putting two to three items on each day. Consider what content provides value to your audience, and the right mix of sharing news versus asking questions and providing calls to action for your supporters.

A sample week when you are preparing for an event or gala may look similar to this. Note, this is in a campaign-specific timeline and generally there should be more activity and content that is supporter-focused rather than organization-focused.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
TWITTER	<ul style="list-style-type: none"> <li>Link to video highlights from last year's event</li> </ul>	<ul style="list-style-type: none"> <li>Ask supporters to share their favorite event memories</li> <li>Share a general, mission-relevant news update</li> </ul>	<ul style="list-style-type: none"> <li>Update on an organization initiative</li> <li>Provide an interesting update an event happening later in the week</li> </ul>	<ul style="list-style-type: none"> <li>Share a resource that speaks to supporter interest (article, guide)</li> <li>Share a "link of the week" and start an effort that supporters will look for in the future</li> </ul>	<ul style="list-style-type: none"> <li>One last push to help supporters get excited about tonight's event</li> <li>Provide live coverage of exciting developments at your special event</li> </ul>
FACEBOOK	<ul style="list-style-type: none"> <li>Link to sign up for this year's event with question on favorite event memories</li> </ul>		<ul style="list-style-type: none"> <li>Share the favorite memories supporters sent in through Twitter</li> </ul>		<ul style="list-style-type: none"> <li>Ask a question about why your mission is important to supporters</li> </ul>
BLOG	<ul style="list-style-type: none"> <li>Share multimedia of video and pictures from previous event with link to sign up</li> </ul>			<ul style="list-style-type: none"> <li>Provide a list of things you are looking forward to at this year's event and another link to sign up</li> </ul>	

### Reuse content.

Social media is a communication channel that provides you the opportunity to extend your brand, mission and campaigns. Don't try to reinvent the wheel by trying to share exclusive or new social media content. Brainstorm what activities, campaigns, volunteer opportunities, action items, etc. that you are sharing via your website, email or direct mail and incorporate those in social media channels.

### Pre-schedule activities.

Do you know that you want to share a number of activities, announcements, questions, or other information based on the communications calendar you've created? Using a campaign management tool or blogging platform, you can pre-schedule tweets, Facebook posts and blog posts.

Pre-scheduling offers two significant benefits. One, it eliminates the risk of you getting so busy with work that you forget to carry out the activities you planned. Two, it ensures that you have time for all the organic engagement and feedback that will also emerge from your communications. If you are too busy trying to produce content on-the-spot then you won't have time to respond to supporters who are trying to engage your organization.

## Resourcing

### Allot internal resources.

Depending on your organization's size and structure, social media may be one person's job or the job of many people internally. There is no right answer to the question of who should "own" this area or how many people should work on social activities. You should, however, answer those questions yourself, and then allot the proper resources internally to run these efforts.

### Decide who is responsible for specific activities.

If you do decide to allot multiple people internally to oversee social media, then you may find it useful to allow different people to oversee different efforts. For example, if you have three employees who help with social media, then you may decide that only one person responds to Twitter conversations while another helps run Facebook. You may also determine that everyone on the team has equal participation across all channels. Whatever your decision, communicate it clearly to the team to ensure no duplicate efforts or public miscommunication occurs.

## ► Campaign Management Tools

A number of tools are available—both free and paid—to help organization manage social media campaigns more efficiently and effectively.

- **Hootsuite** <http://www.hootsuite.com>  
Campaign Management, pre-scheduling, listening dashboard, light analytics
- **Tweetdeck** <http://www.tweetdeck.com>  
Campaign management, pre-scheduling, listening dashboard
- **Spredfast** <http://www.spredfast.com>  
Campaign Management, pre-scheduling, listening dashboard, robust analytics and reporting

### **Schedule time.**

The office can be a busy place where a good deal of time is spent on reactionary items such as breaking issues relevant to your organization, communication with the people you serve, and meeting with internal stakeholders to plan new campaigns and activities. Keeping this reality in mind, it's important to ensure you take the time to keep up with social activity and listening. Incorporating these activities into your normal routine will ensure you maintain a good balance of staying on top of activities without wasting too much time outside of your other job duties.

## ► **Advanced Campaign Management**

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Manage your campaigns better and more effectively with the following ideas.

- ***Integrate social media into your overall communications calendar.***

Take your campaign management to the next level by creating a master calendar with all communication efforts integrated. Include email drop dates, newsletter themes, direct mail scheduling, website promotion and social media. This can serve as your communication hub, and keeps all plans centralized and well communicated so all efforts integrate together seamlessly.

- ***Schedule time on your calendar for social media.***

Ensure you don't overlook your "social time" each day or week by scheduling time on your calendar that blocks off your pre-determined time. This approach will help you remember to take time from pressing daily issues to monitor, respond and stay active. It will also help you make the commitment by making it a part of your calendar—no more excuses about forgetting or double booking!

# ADVICE FROM PRACTITIONERS

**“The key to shareable content is evoking strong emotions.** Whether you’re making people sad, excited, or upset—if people feel a strong emotion, they will feel compelled to tell the people they know about the experience.”

— Joel Bartlett, *Director of Marketing, PETA*

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**“Don’t get overextended.** Too often I see groups try to do a little bit of everything and then nothing is done well! Take a look at what you have in terms of resources—staff, time, money, experience—and let that guide what you do.”

— Jon Dunn, *Internet Marketing Manager, Best Friends Animal Society*

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**“Reflect!** Take time to think about the campaigns you try and reflect on what worked, and what didn’t. What should you definitely try again? What needs to change? We simply don’t take enough time to reflect.”

— Holly Ross, *Executive Director, NTEN*

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**“The social web is not about you.** It’s not about your message. It’s not about how many people like you. It’s about how well you connect and empower individuals to directly impact the issue your organization cares about.”

— Wendy Harman, *Director of Social Media, Red Cross*

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“Social media is successful when you are actually being social. What does this mean? Don’t be the kid at the dance standing in the corner. Get out on the dance floor and shake it, all while being true to yourself exercising good judgment, being an expert in your area, and being friendly. Essentially: **don’t attempt a running man if you’re real strength is a rocking head bob.**”

— Jaime-Alexis Fowler, *Pathfinder International*

**“You need to have a well thought out social media strategy with specific goals...**these goals guide everything we push out through social media.”

— Alan Graham, President, Mobile Loaves and Fishes

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**“Listen first**—build a listening platform that works for you, identify your influencers and detractors, then join the conversation.”

— Carie Lewis, Director of Emerging Media, Humane Society of the US

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**“Watch for a timely issue that fits within your mission** and that your online community cares about. Then, use that as a campaign platform to engage your advocates and grow your online community.”

— Kelly Jones, Development Manager, Veterans of Foreign Wars

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**“The most important thing you can do with your social media is measure with meaning.** That is—figure out realistic results, whether tangible or intangible, pick the right metrics to measure them, only collect data that you can learn from and make time for reflection about improving results.”

— Beth Kanter, CEO Zoetica



## SOCIAL MEDIA CASE STUDIES: LEARN FROM YOUR PEERS' SUCCESS

Need a little inspiration to help you get started? Here are just a few examples of nonprofits that are using social media to supplement their fundraising and marketing efforts—with great success:

### Church World Service

Church World Service (CWS) has been dedicated to building their social media strategy and it shows. Social media-sourced traffic accounts for 7% of the organization's total visitor traffic (3x higher than their next source of referral traffic). Facebook is the organization's number one source of referral traffic. Equally impressive is that **25% of the organization's website traffic from social websites are new visitors**.



Here are a few of CWS' efforts that have resulted in increased website traffic and improved campaign responses:

- **Integrated social media into all aspects of their campaign** communications strategy, using it to promote existing efforts.
- Launched campaigns that harness social media functionality to create more interesting, unique and engaging fundraising opportunities.
- During the Haiti earthquake crisis, **leveraged social media to extend their reach**, keep supporters in touch with events on the ground, and drive significant aid funds.
- **Adopted the new Convio-to-Facebook connectivity functionality**, turning it into a central part of their new recruitment and retention strategy.

### Human Rights Campaign

The Human Rights Campaign (HRC) has focused their social media investment on their Facebook profile webpage (<http://www.facebook.com/humanrightscampaign>). Through data analysis and monitoring of posts, HRC were able to isolate topics and programs that generated the most buzz and fine-tuned their online offering.



As a result, HRC has seen tremendous growth in their fan base—more than 400% over 14 months, **jumping from 80,000 to more than 350,000 fans**. Facebook also directs 30 to 50% of web traffic to HRC's blog, consistently making it the top referring site. In the last 12 months, HRC also **added more than 23,000 new email addresses to its email list from Facebook users** taking action or submitting surveys posted on HRC's profile and signing up through the integrated Convio-driven form on the "Join HRC" tab of the organization's profile.

## Mobile Loaves and Fishes

Working in partnership with advertising agency T3, Alan Graham, founder and CEO of Mobile Loaves and Fishes (MLF), developed a campaign that would not only launch their new text-to-give option, but more importantly raise awareness about the issue of homelessness and the mission of the organization.

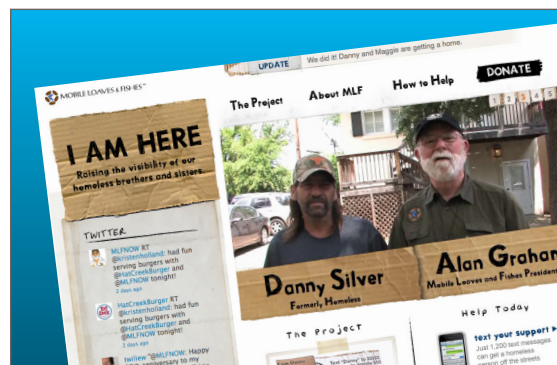
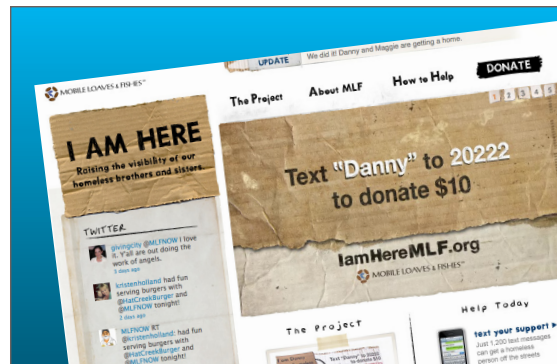
Alan knew someone who'd been receiving services from MLF and was in need of help: Danny Silver, an unemployed iron worker who, along with his wheelchair-bound wife, Maggie, had been living on and off the streets of Austin for more than 15 years. The idea was to put Danny and Alan on a billboard (live) during a 48-hour period to raise awareness and raise the \$12,000 necessary to get Danny and Maggie into a recreational vehicle (RV) through MLF's Habitat on Wheels program. MLF found a partner who agreed to donate the billboard space.

Danny and Alan went up on the billboard for several hours each day for two days. With no media dollars to promote the campaign, MLF leveraged its connected constituent base, large database of supporters and Alan's social channels. MLF and T3 volunteers spread the word via social and PR channels. The story gained social, local and national attention.

The true power of this campaign was not just the text call-to-action, the billboard event, or the social media promotions, but how all channels worked effectively, together. The live event was featured in a traditional outdoor medium and combined with the immediacy of a mobile call-to-action. This created a story that could be captured on video, and then circulated via social media and traditional public relations.

### The results:

- **\$12,000 raised in 48 hours**
- 230 news stories in 31 media markets
- **\$500,000+ calculated media value**
- 1.3 million social media impressions



## Veterans of Foreign Wars

With little advance notice on a big service member story (a father of a fallen Marine from the Iraq War was told by a federal court to pay the legal fees of a hate group who'd protested at his son's funeral), Veterans of Foreign Wars (VFW) quickly responded with a simple but effective Declaration of Support for the besieged father. The Declaration and signatures were to be delivered in person to the father on Memorial Day 2010 via a full VFW Color Guard.



The campaign had virtually no budget or lead time, but effectively **used Facebook and Twitter to deliver more than 40,000 names—11,000 of which were new to VFW—in just three weeks.** More than half of the new names came from Facebook sources. The names were then entered into an email welcome series to begin longer term engagement with VFW.

A screenshot of a webpage titled "SOCIAL MEDIA TIPS FOR NONPROFITS". It includes subtext "How to use Facebook, Twitter, YouTube and Blogs to acquire more supporters online". There are icons for Facebook, Twitter, YouTube, and Blogger. Text on the page says: "Learn from Convio's social media expert Jordan Vitor and some leading nonprofits on how to best utilize the most popular and effective social media platforms. Watch our Social Media 'Office Hours' on-demand webinars on Facebook, Twitter, YouTube and Blogging. Also, be sure to download our tip sheets for each social media channel." There are links for "Tip Sheets", "On-Demand Webinars", and "More Resources". A link to "Download a Social Media Tip Sheet" lists: Facebook, Twitter, and YouTube & Blogging. At the bottom, it says "Convio's Social Media Integration".

**More Tips for Success**

**For more tips on success in social media,**  
visit: <http://www.convio.com/socialmedia>

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## HOW CONVIO CAN HELP YOU

Convio provides software and services that help nonprofits more effectively attract, engage and cultivate supporters. As a web-based platform, Convio is a cost effective solution that will grow with your organization and can integrate with other systems to extend your online reach.

### Web-Based Software Suite

- Fundraising
- Donor Database & Management
- Events
- Peer-toPeer Fundraising & Events
- eCommerce
- Web Content Management
- Advocacy
- Email Marketing

### Strategic and Technical Services

- Strategy Consulting
- Campaign Management
- User Experience & Research
- Analytics
- Website Design Services
- Technical Design & Integration
- Custom Development
- Training & Support

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## WHY CONVIO IS DIFFERENT

### Passion

Our team is passionate about helping nonprofits further their missions and achieve real results. Over 75% of our client services staff has worked in the nonprofit sector. Meet our team and see examples of our work with clients at [www.convio.com/portfolio](http://www.convio.com/portfolio).

### Trusted Strategic Advisor

Convio is the preferred technology and services partner for over 1,300 nonprofits of all sizes—including over half of the top 50 charities—helping them to achieve tangible results through:

- Database Management & Segmentation
- List Building & Donor Acquisition
- Advocacy & Outreach
- Fundraising
- Event Participation & Fundraising
- Website Engagement & Conversion
- Online & Multi-Channel Strategies
- Training & Support

### Track Record of Innovation & Results

We're a pioneer for online and integrated marketing for nonprofits. Here are just a few examples:

- **Industry Benchmarks**—launched the industry's first benchmark study which we publish annually
- **User Engagement Pathways**—created the concept of defining clear communications paths via email and website to increase engagement and conversions and build this into our product
- **Accessibility**—partnered with Easter Seals to develop a first-time program to offer accessible technology, job training and employment opportunities for people with disabilities
- **Convio Go!™**—launched the industry's first affordable, guided fundraising program resulting in a return of \$3 for every \$1 spent
- **Driving Results**—In 2009, Convio helped nonprofits process: \$921 million in online donations, 51.5 million advocacy calls to action, and 3.8 billion emails (95% delivery rate)

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## ADDITIONAL RESOURCES

The world of social media is large and it continues to grow daily. While this guide gives you some of the basics to get your social media efforts going, the following resources will give you more background and insights to help you build thriving social media communications that supplement your marketing and fundraising programs.

- **Convio's blog** includes information about how nonprofits can embrace social media, integrate online and traditional outreach, and use technology to fulfill their mission: [www.connectioncafe.com](http://www.connectioncafe.com)
- **Mashable** covers all the latest tips, trends and updates regarding social media. The Mashable site is regularly updated with articles, multimedia and references to other resources about all things social media: [www.mashable.com](http://www.mashable.com)
- **The Next Generation of American Giving** includes statistics and insights on effectively communicating with different generations: [www.convio.com/nextgen](http://www.convio.com/nextgen)
- **The Nonprofit Technology Enterprise Network (NTEN)**'s blog offers insight into using social media for nonprofit fundraising and marketing: [www.nten.org/blog](http://www.nten.org/blog)
- When it comes to developing your social media strategy, **the Convio Services team** can help with successful engagement strategies around the features within the Convio Online Marketing (COM) product suite and informed strategies for other third-party tools you're using to power your social media initiatives: <http://www.convio.com/our-portfolio/>

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## ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit [www.convio.com](http://www.convio.com).

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